



The Production Process – 3 Key Stages

1. **PRE-PRODUCTION is *planning the whole process*** - the why, how, what of your video to tell your story, create the storyboard, write scripts, agree the mood, shoot locations, shot choices, etc.
Basically everything you need to do BEFORE you start to film from concept ideas to how, where and when you are going to film, edit, share and promote the final clip and what follow up it will require after.

2. **PRODUCTION is *everything during filming*** and checking everything you see on camera.
It's the video 'shoot', the 'staging' - studio set-up or Outdoor Broadcast (OB) options, lighting, sound, props, wardrobe, checking shots and ensuring you have everything you have planned to shoot on the day filmed as you need. Production produces the 'raw footage' – the unprocessed, undeveloped video data you use to edit and convert to your .mov / .wmv / .wav / .avi / .mp3 formatted video. The raw footage is basically everything you record, from A-roll PTCs of you to B-roll set-up shots, montage views and filler clips to cover editing gaps.
The biggest benefit of a pro team is they know exactly what to shoot to enable this.

3. **POST-PRODUCTION or POST is *everything after the shoot*** which is often the bulk of the work and time allocated to a Production budget. Think of it this way – however long you spend filming it will take a *minimum* of double the time in Post-Production to create your video, especially for a montage. The only way to keep the time down is to keep it simple – like our DIY style self-presented short PTCs with Top and Tail only edits.
Post can include:
 - ▶ Downloading, converting and rendering raw footage from the camera to edit
 - ▶ Reviewing and time code all the raw footage to check what is useable
 - ▶ The Cut and Edit – to pick out and create your video story + rendering after each change (time consuming!)
 - ▶ Review with the client to approve the edits
 - ▶ Re-record any additional or missing material or bits that didn't work + repeat the process above
 - ▶ Create the Final Draft Cut – the last version of the video prior to adding features
 - ▶ Adding additional features:
 - Visuals: external images, pop-ups, captions, logos;
 - Lower-third banners, texts, names; Intro / Outro slides, thanks, titles;
 - Audio: music, VOs, sound boosting, balancing, dubbing to visuals;
 - Enhancements for lighting, balance, picture quality, and any special effects;
 - Chromakey: green or blue screen backdrops etc. – this is being used less often and is expensive/ difficult!
 - ▶ Rendering, saving and sharing for final client approval
 - ▶ Converting edited video clips to format or format required by client
 - ▶ Uploading to share via YouTube / Vimeo / Dropbox / Slideshare – or your video sharing tool
 - ▶ Re-editing clips as per your final tweak instructions if required to produce the Final Cut...
 - ▶ Final uploads and the next step of...

 - ▶ **Video Promotion** – this is usually done by the client or requires client input and approval for texts
 - Video SEO (VSEO) text writing to optimised search engine capabilities
 - Potential analytics, video viewer tracking and viewer reporting
 - Re-edits as required
 - some Pro teams can cover this for you when built in to a project as part of the follow up.

Your Pro editor can also advise on what format to save the final clip - .mp3 or .wmv are most common.

Note that .mov is the Quicktime version and not everyone will be able to play them.

DIY - when saving your DIY videos, save as a YouTube or Vimeo SD (Standard Definition lower resolution) or HD (High Definition – like on TV) version. Always edit from the **original** footage if you can, rather than any new formatted version. Each time you convert a video format it loses some quality, so always ask for your RAW footage from the Pros!



MY NOTES...

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